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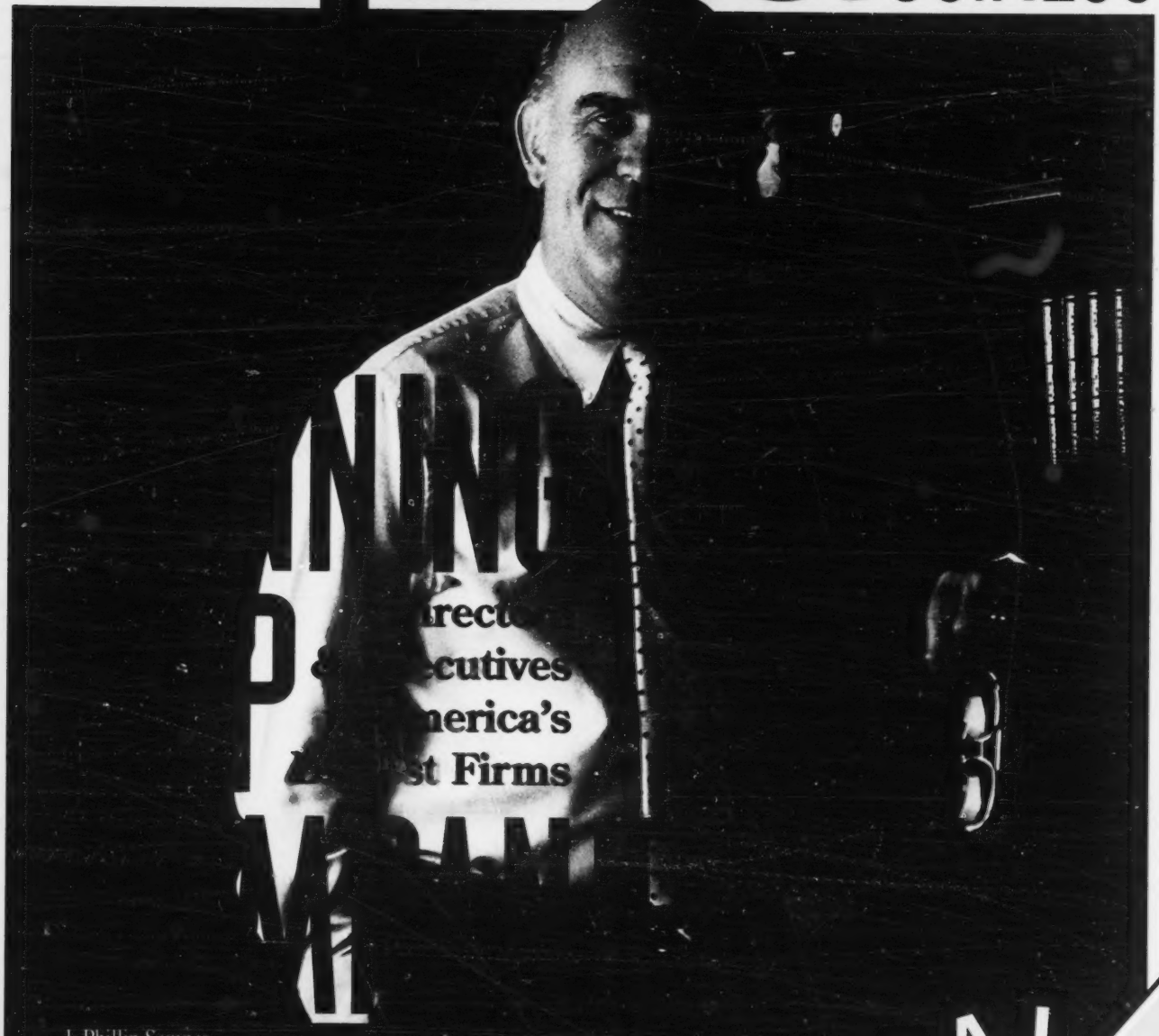

J. Phillip Samper

SPECIAL BONUS
THE 1990 BOOK OF LISTS

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Hispanic BUSINESS®

The magazine for growth companies and ladder-oriented professionals

January 1990 Volume 12, Number 1

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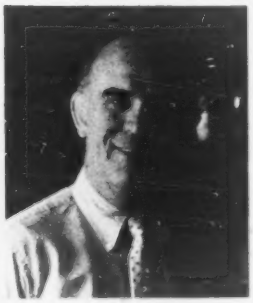
Korn/Ferry VP Mercedes Mestre says Hispanic board members influence company policy.



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J. Phillip Samper is a pioneer Hispanic in upper management.

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This month's cover design by Buffalo Brothers Studios West.

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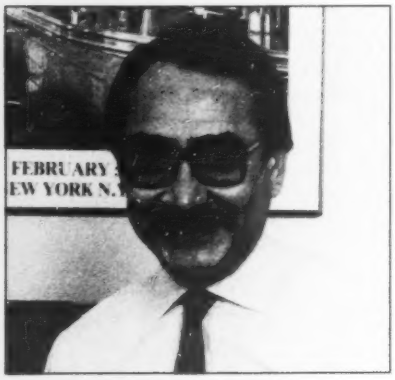

Once again, we have devoted an issue to America's Hispanic "corporate elite." While we broke ground on this subject last January, you will find a vast improvement in our data this year—largely due to the superb research of editors Rick Mendosa and Joe Wells.

Our lists of the corporate elite include those directors and senior managers of *Fortune* 1,000 companies who are of Hispanic descent. Why is this important? Simply because theoretically these individuals could have an important impact on decisions affecting the economic advancement of their corporations' Hispanic constituencies.

And why do I say "theoretically"? Because the Hispanic presence in U.S. executive suites is still pretty thin. Moreover—and possibly due to their small number—our Hispanic top executives do not generally view themselves as a national network of concerned Hispanics. In fact at least one of the executives we interviewed said he felt that his Hispanic background had no meaning in and of itself.

This is by comparison with America's black senior executives, who are widely perceived to have a black corporate agenda, and to act as a constituency in furthering that agenda.

We did, however, find that the consciousness of our Hispanic corporate elite tends to differ according to age and country of origin. Some of the younger executives in particular appeared to have a different point of view. Those of you who are interested in such matters will find some fascinating insights in Rick Mendosa's article on the Hispanic movers of major U.S. corporations.

We also introduce in this issue an important editorial first: *The 1990 Book of Lists*. This compendium of the most asked for lists that we published in the magazine during 1989 is meant to serve as a Hispanic "corporate source book." We believe it will help interested parties assess the growing economic power of the U.S. Hispanic population, and measure the increasing opportunities of the Hispanic market.

Additionally, this *Book of Lists* includes a special feature that we plan to repeat and expand each year from now on—a list of purchasing managers at major corporations who handle vendor relations with minority-owned firms.

All in all this is a *bonus issue* designed to launch not only a new year but the decade of the 1990s. As we stand at the beginning of this new decade, we see one special theme predominating: The entire globe is undergoing fundamental social and economic change, and the momentum appears to be positive.

Correction

New figures give us the opportunity to announce higher advertising revenue growth for Hispanic television in 1989. These numbers will supercede the understated television revenue growth figures that appeared in the December 1989 issue of HISPANIC BUSINESS.

Look to our February issue for corrections of the chart entitled "Share of Advertising Expenditures in the Hispanic Market—by Medium" (December, page 50).

Editor & Publisher

As this issue went to press Kodak's Vice Chairman J. Phillip Samper, whose picture graces this month's cover, decided to take early retirement effective January 1, after President Kay Whitmore was selected to replace CEO Colby Chandler.

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Hispanic BUSINESS®
The magazine for growth companies and ladder-oriented professionals
January 1990 Book of Lists

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Names to Remember

There are more than 950 Hispanic organizations in the United States, according to the Hispanic Resource Directory. Most of them are local or oriented to serve members of a specific profession, ethnic group, or special interest group. Many are government agencies. Below is a list of the largest, most renowned general Hispanic advocacy and research organizations. Not included in this list are professional societies, government agencies, state/regional/local groups, and "think tanks."

Business Organizations

Camara de Comercio Latina de los Estados Unidos (CAMACOL)
1417 West Flagler St.
Miami, FL 33135
(305) 642-3870
Luis Sabines, President
Concentrates on Caribbean and South American commerce: trade missions, international congresses, trade statistics.

Latin American Manufacturers Association (LAMA)
419 New Jersey Ave. S.E.
Washington, DC 20003
(202) 546-3803
Albert S. Jacquez, President
A lobbying group for Hispanic federal contractors. Experts in procurement and 8(a) certification.

Latin Business Association (LBA)
5400 E. Olympic Blvd., Ste. 237
Los Angeles, CA 90022
(213) 721-4000
Harold Martinez, President
Mostly professionals and manufacturing companies, membership concentrated in Southern California.

National Hispanic Business Group
960 Southern Blvd.
New York, NY 10459
(212) 589-5000
Grissel Sepulveda, President
Membership limited to business owners, corporate officers or directors.

U.S. Hispanic Chamber of Commerce (USHCC)
4900 Main Street, Ste. 700
Kansas City, MO 64112
(816) 531-6363
J. Guadalupe V. "Lupe" Garcia, Chairman
Main group representing Hispanic business to corporations. A repository of research on U.S. Hispanic economy.

Legal/Political Organizations

Congressional Hispanic Caucus
House Annex 2, Room 557
Washington, DC 20515
(202) 226-3430
Beverly Ellerman, Executive Director
Includes Hispanic Congressmen and honorary members. Monitors legislative activities from a Hispanic perspective.

Cuban American National Foundation
1000 Thomas Jefferson St. N.W., Ste. 601
Washington, DC 20007
(202) 265-CUBA
Jacqueline Tillman, Executive Director
Anti-Castro lobbying organization responsible for Radio Marti. Generates research, pamphlets on communism in Cuba.

Mexican American Legal Defense and Educational Fund (MALDEF)
634 South Spring St., 11th Floor
Los Angeles, CA 90014
(213) 629-2512
Antonia Hernandez, President
Takes cases to court in the areas of discrimination, English-only laws, election violations, and civil rights. Scholarships.

National Association of Latino Elected and Appointed Officials (NALEO)
708 G St. S.E.
Washington, DC 20003
(202) 546-2536
Harry Pachon, National Director
Network of politicians. Generates research on Hispanic voting, political attitudes, and demographics.

Puerto Rican Legal Defense and Education Fund (PRLDEF)
99 Hudson St., 14th floor
New York, NY 10013
(212) 219-3360
Ruben Franco, President
Takes cases to court in housing, discrimination, and civil rights.

Southwest Voter Registration Education Project (SWVREP)
403 East Commerce, Ste. 220
San Antonio, TX 78205
(512) 222-0224
Andrew Hernandez, President
Largest voter registration organization in the U.S. Also goes to court in cases of election fraud, civil rights violations.

Grassroots/Lobby Organizations

Aspira Association
1112 16th St. N.W., Ste. 340
Washington, DC 20036
(202) 835-3600
Janice Petrovich, Executive Director
Focus is education programs, counseling, and scholarships. Generates research on social problems facing Hispanics.

League of United Latin American Citizens (LULAC)
342 Wilkens
San Antonio, TX 78210
(512) 533-1976
Jose Garcia De Lara, President
The oldest Hispanic organization. Local units perform a wide variety of volunteer projects. Nationally, LULAC advocates Hispanic social concerns.

National Council of La Raza (NCLR)
810 First St. N.E.
Washington, DC 20002
(202) 289-1380
Raul Yzaguirre, President
A public policy organization. Lobbies in Washington, D.C. for Hispanic social issues.

National Network of Hispanic Women
12021 Wilshire Blvd., Ste. 353
Los Angeles, CA 90025
(213) 624-3697
Celia Torres, Chair
Information sharing and support group; specializes on health, discrimination, education, and women's issues.

The National Puerto Rican Forum, Inc.
450 Park Ave. South
New York, NY 10016
(212) 685-2311
Hector Velazquez, Executive Director
In partnership with government agencies and the private sector; offers employment and job training services.

SER/Jobs for Progress
1355 River Bend Dr., Ste. 240
Dallas, TX 75247
(214) 631-3999
Pedro Viera, President
Programs, available at 11 centers throughout the nation, include job training, work/study, literacy classes, and job placement services.

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Top 10 Hispanic Automobile Dealerships

Rank	Company	CEO	Employees	1988 Sales
1	Van Dyke Dodge • Warren, MI	Frank Galeana	221	$ 174,217,326
2	Gus Machado Enterprises • Hialeah, FL	Gus Machado	333	139,802,526
3	Frank Parra Chevrolet • Irving, TX	Frank Parra	210	125,000,000
4	Ancira Enterprises • San Antonio, TX	Ernesto Ancira, Jr.	290	101,566,000
5	Lloyd A. Wise • Oakland, CA	A.A. Batarse, Jr.	146	60,186,039
6	Frederick Chevrolet • Lebanon, PA	Frederick C. Laurenzo	90	47,102,462
7	Metro Ford • Miami, FL	Lombardo Perez	116	46,514,047
8	Ford Midway Mall • Miami, FL	Manuel Villamanan	126	44,205,250
9	M&E Ford Volvo • Meridan, CT	Manuel Pombo	72	33,000,000
10	Popular Ford • Brooklyn, NY	Harry Risso	78	29,987,547
TOTAL			1,682	$801,581,197

Top 10 Vehicles Sold to the Hispanic Market*

Manufacturer/ Model	Number of Vehicles	Estimated Value** of Vehicles
Hyundai Excel	34,793	$ 452,309,000
Toyota Compact Truck	24,336	316,368,000
Nissan Sentra	21,183	275,379,000
Ford Escort	16,330	212,290,000
Honda Accord	14,336	186,468,000
Ford Conventional Truck	13,561	176,293,000
Honda Civic	12,984	168,792,000
Toyota Corolla	10,166	132,158,000
Chevrolet Cavalier	9,835	127,855,000
Ford Taurus	8,635	112,255,000
TOTAL	166,159	$ 2,160,167,000

Source: R.L. Polk & Co.

* 1987. **The dollar values are "actual street prices" as estimated by NADA (National Automobile Dealers Association), with passenger vehicles being $13,000.

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The 100 Fastest Growing Companies

Rank	Company/Location/Type Business	Sales Growth 1984-1988 Percent Increase	Sales Growth 1984-1988 Compound Annual Rate	Gross Sales* 1984	Gross Sales* 1988	Profit Range** '84	Profit Range** '88	No. of Employees '84	No. of Employees '88	Year Started
1	**Pueblo Broadcasting Corp.**, Houston, TX Spanish Language Television Broadcasting	20040.70	276.72	$0.03	$6.05	EE	CC	1	35	1976
2	[illegible]									
3	**C.V.I. Electric**, Cedar Grove, NJ Electrical Contractor	5775.00	210.44	0.02	2.35	EE	CC	3	22	1983
4	[illegible]									
5	**CMA, Inc.**, El Paso, TX Construction Management	2905.10	134.13	0.34	10.29	CC	CC	20	146	1983
6	[illegible]									
7	**RJO Enterprises, Inc.**, Lanham, MD Government R&D	2841.20	132.88	1.70	50.00	CC	CC	20	580	1979
8	[illegible]									
9	**Rosas Computer Co., Inc.**, Corpus Christi, TX Computer Sales	2695.30	129.94	0.30	8.39	BB	BB	2	67	1983
10	[illegible]									
11	**Casanova Pendrill**, Irvine, CA Advertising Agency	2400.00	123.61	1.00	25.00	BB	AA	3	45	1984
12	[illegible]									
13	**Greg's Trucking, Inc.**, Racine, WI Truck Services	2038.20	115.04	0.23	4.82	--	--	4	7	1978
14	[illegible]									
15	**Ultraexpress Courier, Inc.**, Miami, FL International Courier Service	1660.40	104.83	0.12	2.17	AA	BB	12	234	1983
16	[illegible]									
17	**Royal West Properties, Inc.**, Miami, FL Real Estate Sales	1516.10	100.50	0.17	2.72	BB	AA	2	6	1982
18	[illegible]									
19	**Washington Consulting Group, Inc.**, Washington, DC Management Consulting	1339.80	94.79	1.15	16.50	CC	CC	50	218	1979
20	[illegible]									
21	**Vaquera Construction Co.**, Plymouth, MI General Contractor	1255.00	91.86	0.40	5.42	CC	CC	10	25	1983
22	[illegible]									
23	**GSE Construction Co., Inc.**, Livermore, CA General Contractor	1201.80	89.96	0.98	12.71	CC	DD	18	85	1980
24	[illegible]									
25	**Reza Brothers Construction, Inc.**, El Paso, TX Home Building	951.80	80.08	0.50	5.27	BB	BB	0	8	1981
26	[illegible]									
27	**Rivasal International**, Cincinatti, OH International Marketing	940.00	79.58	0.50	5.20	CC	BB	1	4	1982
28	[illegible]									
29	**North Shore & Central Freight**, Forest View, IL Transportation Services	900.00	77.83	0.30	3.00	EE	CC	6	24	1930
30	[illegible]									
31	**Advanced Sciences, Inc.**, Albuquerque, NM Engineering/Envir. R&D	797.70	73.09	2.84	25.50	CC	CC	50	312	1977
32	[illegible]									
33	**Apollo Design Services, Inc.**, Haverhill, MA Contract Technical Supplies	741.00	70.29	1.03	8.70	CC	CC	33	94	1982

*In milions of dollars **Profit Range--AA/16% or more; BB/6%-15%; CC/1%-5%; DD/0%-1%; EE/loss Copyrighted © material. Reprinting or copying requires permission from Hispanic Business magazine.

The 100 Fastest Growing Companies

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35	**Malvern Group, Inc.**, New York, NY Real Estate Development	716.70	69.05	1.20	9.80	BB	BB	5	21	1979
37	**Russ Pitney Earthmoving Co.**, Albuquerque, NM Earth Moving	660.00	66.04	0.50	3.80	CC	CC	10	20	1948
39	**Paragon Builders, Inc.**, Laredo, TX General Contractor	650.00	65.49	0.20	1.50	BB	BB	1	4	1979
41	**Spanish Broadcasting System**, New York, NY Radio Network	633.30	64.56	3.00	22.00	AA	AA	25	170	1983
43	**Computer Dynamics, Inc.**, Virginia Beach, VA Computer Integration	560.70	60.33	5.60	37.00	BB	BB	350	600	1979
45	**Infotec Development, Inc.**, Santa Ana, CA High Technology Engineering	552.20	59.81	6.90	45.00	CC	CC	100	650	1978
47	**E.T. LaFore, Inc.**, Denver, CO General Contractor	521.90	57.92	1.12	6.97	EE	BB	16	45	1977
49	**DCL Advertising**, Los Angeles, CA Advertising, Production & Consulting	517.70	57.65	0.34	2.13	CC	BB	1	16	1984
51	**Precision Trading Corp.**, Miami, FL Consumer Electronics	504.40	56.79	10.09	61.00	CC	CC	12	36	1979
53	**Shifa Services, Inc.**, Hackensack, NJ Janitorial Service	470.70	54.56	0.65	3.71	CC	BB	31	207	1980
55	**La Quemazou Wholesale Co.**, El Paso, TX Wholesale and Retail Novelties	442.40	52.61	1.07	5.80	BB	BB	4	38	1980
57	**R & R Masonry, Inc.**, North Hollywood, CA Masonry Contractor	424.70	51.35	1.74	9.14	BB	CC	50	100	1963
59	**San Diego Wholesale Elect. Co.**, San Diego, CA Wholesale Electrical Products	400.00	49.53	2.60	13.00	BB	BB	9	37	1983
61	**Artco Contracting, Inc.**, Auburn Hills, MI General Contracting	400.00	49.53	3.60	18.00	BB	CC	50	150	1981
63	**Montemayor y Asociados, Inc.**, San Antonio, TX Advertising Agency	383.30	48.27	1.20	5.80	CC	BB	2	15	1983
65	**Computer Resource Management**, Herndon, VA Computer Software	377.50	47.82	1.51	7.23	CC	CC	36	150	1978

The 100 Fastest Growing Companies

Rank	Company/Location/Type Business	Sales Growth 1984-1988 Percent Increase	Sales Growth 1984-1988 Compound Annual Rate	Gross Sales* 1984	Gross Sales* 1988	Profit Range** '84	Profit Range** '88	No. of Employees '84	No. of Employees '88	Year Started
67	**World Variety Produce, Inc.**, Vernon, CA Wholesale Specialty Produce	363.00	46.69	$2.70	$12.50	CC	CC	6	73	1984
68	**Di-Rec Services**, Dallas, TX Personnel Services	356.90	46.20	0.23	1.06	BB	BB	3	5	1983
69	**Mexus Distributors, Inc.**, Miami, FL Vitamins/Healthcare	356.30	46.15	8.00	36.50	CC	CC	120	220	1983
70	**Design Build Team, Inc.**, Altamonte Springs, FL Architecture/Construction	350.00	45.65	2.00	9.00	BB	CC	8	8	1976
71	**Diamonte Party Supplies**, Miami, FL Party Supplies	337.80	44.42	0.16	0.69	EE	CC	3	22	1984
72	**Digitron Tool Co., Inc.**, Miamisburg, OH Aircraft/Auto Parts Mfg.	334.10	44.34	13.27	57.62	CC	CC	150	420	1976
73	**Ernie Sandoval Enterprises**, Oceanside, CA Restaurant Chain	316.70	42.67	1.20	5.00	BB	BB	80	150	1982
74	**Scion Steel, Inc.**, Warren, MI Steel Distribution	313.00	42.55	2.48	10.26	CC	BB	4	23	1984
75	**Allcare Specialty Services, Inc.**, Long Island, NY Janitorial/Painting	304.50	41.82	2.20	8.90	CC	CC	50	200	1982
76	**Craftsmen Corp.**, Smithtown, NY Integrated Logistics	301.40	41.55	0.97	3.90	BB	CC	14	47	1979
77	**Unifiber Corp.**, Dalton, GA Carpet Mfg.	300.00	41.42	3.00	12.00	CC	CC	12	35	1983
78	**Inner City Drywall Corp.**, New Rochelle, NY Carpentry/Drywall	300.00	41.42	10.00	40.00	CC	BB	125	400	1978
79	**Dave's Tile, Inc.**, Chicago, IL Tile Installation	291.20	40.64	0.50	1.96	CC	CC	15	30	1957
80	**Manny Varas & Associates**, Miami, FL Insurance Marketing	286.70	40.23	1.50	5.80	BB	BB	193	703	1976
81	**Pacific Services, Inc.**, Pasadena, CA Civil Engineering	286.60	40.22	6.70	25.90	CC	BB	160	480	1979
82	**Intercontinental Metals**, Miami, FL Aerospace Metals Dist.	271.40	38.83	3.50	13.00	CC	BB	13	3	1978
83	**Securiguard, Inc.**, McLean, VA Security Guard Service	267.09	38.41	2.18	8.00	BB	BB	200	450	1982
84	**U.S. Building Materials**, Rancho Cordova, CA Door Mfg.	264.40	38.17	0.62	2.25	AA	BB	5	19	1982
85	**Calif. Surgical and Medical Supplies**, Los Angeles, CA Medical & Surgical Supplies	263.70	38.09	0.14	0.51	AA	AA	3	8	1983
86	**Sapper Construction Co.**, San Diego, CA General Contractor	261.20	37.86	3.89	14.06	DD	BB	40	75	1959
87	**Comstock Construction Co., Inc.**, Evanston, IL General/Mechanical Contractor	260.00	37.74	2.00	7.20	CC	EE	23	38	1978
88	**Uni-Boring Co., Inc.**, Livonia, MI Precision Machining	260.00	37.74	2.50	9.00	CC	BB	18	125	1972
89	**L&M Technologies, Inc.**, Albuquerque, NM Engineering Services	254.20	37.18	0.96	3.40	BB	BB	30	100	1972
90	**Bennett International Corp.**, Miami, FL General Export Services	251.50	36.92	1.20	4.20	BB	BB	5	16	1983
91	**Ruiz Food Products, Inc.**, Tulare, CA Mexican Food Mfg.	250.00	36.78	12.00	42.00	CC	CC	301	800	1960
92	**Generalbank FSB**, Coral Gables, FL Savings & Loan Association	248.50	36.63	14.24	49.61	BB	CC	125	172	1980
93	**Kearns Environmental Services, Inc.**, McLean, VA Environmental Consultants	247.80	36.56	4.44	15.42	BB	--	75	300	1979
94	**Eagle Brands, Inc.**, Miami, FL Beer Distributorship	247.40	36.52	19.00	66.00	--	--	45	170	1984
95	**Maxsac Corp.**, Lakeworth, FL Dyslexic Education	233.90	35.17	1.50	5.00	--	AA	25	51	1988
96	**Borbon, Inc.**, Cerritos, CA Painting /Wallcovering	233.30	35.12	1.20	4.00	CC	CC	20	60	1976
97	**Coralla Electric, Inc.**, Phoenix, AZ Electrical Contractor	231.70	34.95	3.00	9.95	--	BB	38	94	1978
98	**Business Men's Insurance Corp.**, Miami, FL Life/Health Insurance	230.30	34.81	12.20	40.30	CC	CC	26	59	1973
99	**Economy Laundries**, El Paso, TX Industrial Laundry	225.10	34.00	2.79	9.17	BB	AA	100	290	1972
100	**Beam Radio, Inc.**, Miami, FL Radio Communication Equipment Sales	221.40	33.90	1.40	4.50	AA	AA	5	15	1976

*In milions of dollars **Profit Range--AA/16% or more; BB/6%-15%; CC/1%-5%; DD/0%-1%; EE/loss Copyrighted © material. Reprinting or copying requires permission from Hispanic Business magazine.

National Vendor Network

Purchasing Contacts at Over 100 Major Corporations.

Corporate America is pouring millions into Hispanic advertising. Companies see growth and increased purchasing power in this market and seek market share. But are they reciprocating? Are these big advertisers working with Hispanic-owned businesses by using them as vendors or subcontractors? Yes—commendably, we found that many companies are reciprocating.

In fact, many major corporations have a minority or small business coordinator whose primary job is to see that this give and take becomes more balanced. And some, like Potomac Electric, Bellsouth, Borden, and Ameritech are even spending ad dollars to help Hispanic-owned businesses learn how to participate.

To help you reach these key individuals we have provided the following list of minority purchasing contacts.

Aerospace & Defense

The Aerospace Corp.
K.K. Endow
(213) 336-4116

Aviation Products Group
H.J. Morris
(214) 266-3286

Boeing Co.
Tim Romero
(206) 655-2121

Douglas Aircraft Co.
D.E. Furguson
(213) 593-5021

General Dynamics Corp.
John E. Burt
(714) 868-4273

Hughes Aircraft Co.
Hetzel W. Folden
(213) 568-6059

Lockheed Corp.
Robert R. Paul
(818) 712-2366

Martin Marietta Corp.
Dave Hunter
(303) 971-7032

McDonnell Douglas Corp.
Barry Keary
(213) 593-0503

Raytheon Co.
Charles Warner
(617) 862-6600

Rockwell International Corp.
Larry Hartwell
(818) 700-5826

Teledyne, Inc.
C.S. Nord
(213) 277-3311

TRW, Inc.
Oliver G. Hunt
(213) 517-7335

U.S. Air Force
Terence C. Carey
(714) 382-4304

U.S. Army
Jana Toll
(202) 274-8185

U.S. Navy
Sheryl A. Cabey
(213) 547-6628

Other contacts:

Aerospace Industry Assn.
William J. Lewandowski
(202) 371-8432

SBA/PASS Database
Call for information.
(202) 653-6586

Automotive & Petroleum

Atlantic Richfield Co.
Jerry Bathke
(213) 486-1270

Caterpiller, Inc.
Bob Thompson
(309) 675-5869

Chevron Corp.
Sue Hanrahan
(415) 894-5766

Chrysler Corp.
Ronald E. Beck
(313) 956-5581

Exxon Co. USA
K.C. Triola
(713) 656-7618

Ford Motor Co.
Sandy Fratercangeli
(313) 322-0420

General Motors Corp.
John Haines
(313) 556-3439

Computer & High Tech

Apple Computer, Inc.
Santiago Rodriguez
(408) 974-4944

IBM Corp.
Kathy Barrett-Kosches
(914) 697-6480

Motorola, Inc.
Percy Franklin
(312) 576-6675

NCR Corp.
Call for supplier's guide.
(513) 445-1030

United Technologies
Call for contact list.
(203) 728-6331

W-M InfoSystems
John Warfin
(805) 687-2554

Westinghouse Electric Corp.
Votaire Walker
(301) 765-8296

Xerox Corp.
Kenneth Ashford
(716) 422-9134

Consumer Goods

Adolph Coors Co.
Jake Mead
(303) 277-5258

American Brands
Carol Christensen
(203) 698-5000

American Home Products
Walter Quade
(717) 742-7621

Anheuser-Busch Co.
June Kerr
(314) 577-2230

Borden, Inc.
Ronald E. Cosey
(614) 225-4466

Burger King Corp.
Vicente Silva
(305) 378-7997

Campbell Soup Co.
R.F. Ward
(609) 342-6213

Carnation Co.
Donna Marshall
(213) 932-6000

Clorox Co.
Beverly Mitchell
(415) 271-7438

Coca-Cola USA
Craig Hardin
(404) 676-6035

Colgate-Palmolive Co.
Ray Hernandez
(212) 310-3337

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National Vendor Network

CPC International
Larry Blais
(201) 894-2924

Del Monte USA
Kevin McKee
(415) 442-5013

Dow Chemical Co.
Gary Shafer
(517) 636-2170

Eastman Kodak Co.
James Sutton
(716) 781-5567

Frito-Lay, Inc.
Deborah Mars
(214) 353-2157

General Mills, Inc.
Gordon H. Meier
(612) 540-3176

Gerber Products Co.
Frank Cappadonia
(616) 928-2739

H.J. Heinz Co.
Dave Malick
(412) 237-5025

J.C. Penney Co.
Bruce Ackerman
(214) 591-5817

Jack in the Box
Bruce Bowers
(619) 571-2427

Johnson & Johnson
Joseph Gieda
(201) 524-0723

S.C. Johnson & Son, Inc.
Carl Dirkse
(414) 631-3428

K Mart Corp.
Ronald Dejaeghere
(313) 643-5238

Kellogg Co.
Dennis Shaffer
(616) 966-2554

Kimberly Clark Corp.
Ed G. Lieg
(414) 721-6939

Lever Bros. Co.
Robert Boyd
(201) 894-6575

McDonald's Corp.
David McDuffie
(312) 575-3000

Merck & Co., Inc.
Jerry Mackelroy
(201) 855-4315

Miles Laboratories, Inc.
Dale Stickel
(219) 264-8211

Pepsi Cola, Inc.
Betty Darrell
(914) 767-6616

Philip Morris Cos.
John Mileo
(212) 880-4093

The Pillsbury Co.
Mike Cagley
(612) 330-5225

Polaroid Corp.
Joe Harris
(617) 684-3434

Procter & Gamble Co.
Leave Message
(513) 983-4010

Quaker Oats Co.
Charles Curry
(312) 222-7377

Ralston Purina Co.
Mablean Perkins
(314) 982-3257

RJR Nabisco, Inc.
Ed Frye
(201) 503-2761

Safeway Stores, Inc.
Ron Puccinelli
(415) 944-4000

Sears, Roebuck & Co.
Robert Smith
(312) 875-0583

Southland Corp. (7-11 Stores)
Richard Sheroke
(214) 828-7374

Sterling Drug, Inc.
Bob Roman
(212) 907-2080

United Brands Co.
Paul R. Ganci
(513) 784-8496

Warner-Lambert Co.
Lori Wallace
(201) 540-2000

Consumer Services

American Express Co.
Benita V. Sumbry
(212) 640-2560

Federal Express Corp.
Reginald Lake
(901) 922-5377

U.S. Postal Service
Stephen A. Leavey
(202) 268-3643

United Parcel Service
Jim Bligh
(203) 862-6138

Telecommunications

Ameritech
Deborah Jennings
(312) 394-7478

AT&T
Robert A. George
(919) 279-5067

Bell Atlantic Corp.
Sherry Embrey
(703) 974-3275

Bellsouth Corp.
Ingrid Canedo
(404) 420-2096

GTE Corp.
Dick Goldberg
(203) 325-5860

Harris Corp.
Tom Mullin
(305) 724-3891

Illinois Bell Telephone Co.
Arcilla Stahl
(312) 727-2080

Nynex Corp.
Mortimer Roberts
(212) 502-7245

Pacific Bell
Wally Wood
(415) 645-7718

Southwestern Bell Corp.
Viv Johnson
(314) 235-4569

U S West, Inc.
Ronald Nemer
(402) 334-3670

Transportation

American Airlines, Inc.
Donald McQuilkin
(817) 963-2620

Amtrak
Roscoe Swann
(202) 383-3000

United Airlines, Inc.
Sandra Rand
(312) 952-5121

Ryder System, Inc.
Eric Winje
(305) 593-3726

Utilities

Florida Power & Light Co.
Bruce Davis
(305) 552-4455

Northern Illinois Gas Co.
Julie McNeil
(312) 983-8888

Pacific Gas & Electric Co.
Charles E. Shepherd
(415) 973-8057

Potomac Electric Power Co.
Norman L. Carter
(800) FOR-MBES

Southern California Gas Co.
Virginia Allen
(818) 307-2525

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High Tech Directory

Rank	Company	CEO	Product/Service	No. Emps.	1988 Sales*
1.	CTA Incorporated, Rockville, MD	Tom Velez	Aerospace Info. Sys.	796	$68.00
2.	Colsa, Inc., Huntsville, AL	Francisco J. Collazo	Engineering Services	525	50.00
3.	RJO Enterprises, Inc., Lanham, MD	Richard J. Otero	Government R&D	580	50.00
4.	Infotec Development, Inc., Santa Ana, CA	J. Fernando Niebla	Computer Software Dev.	650	45.00
5.	Computer Dynamics, Inc., Virginia Beach, VA	R. Alan Fuentes	Computer System Integ.	600	37.00
6.	Magnet Industrial Group, Inc., Milford, CT	John Soto	Aircraft/Computer Parts Mfg.	360	28.20
7.	Pacifica Services, Inc., Pasadena, CA	Ernest Camacho	Civil Engr./Operations	480	25.90
8.	Advanced Sciences, Inc., Albuquerque, NM	Ed L. Romero	Engr./Environment R&D	312	25.50
9.	J.T. Slocomb Co., Glastonbury, CT	E. John Gregory	Aircraft Engine Components	290	24.00
10.	Omniplan Corp., Culver City, CA	R.E. Montijo, Jr.	Tech. Mgmnt. Consulting	490	18.44
11.	Nat'l Systems & Research, Col. Springs, CO	Celestino Archuleta	Software/Systems Engrs.	342	17.28
12.	Washington Consulting Group, Inc. Washington, D.C.	Armando Chapelli, Jr.	Professional/Technical Serv.	18	16.50
13.	Church & Tower of Florida, Inc., Miami, Fl.	Jorge L. Mas	Engineering Contractor	360	16.25
14.	Government Micro Resources, Chantilly, VA	Humberto A. Pujals	Microcomputer Mfg.	12	15.00
15.	Barrios Technology, Inc., Houston, TX	Emyre Barrios-Robinson	Engr./Tech. Services	300	13.30
16.	Gonzalez Design Engr., Madison Heights, MI	R.J. Gonzalez	Mfg. Engineers	285	10.80
17.	Laminaire Corp., Rahway, NJ	Charles Garay	Air Filtration/Electronics	125	10.00
18.	Tele Signal Corp., Hauppage, NY	Esteban Taracido	Electronics Mfg.	74	9.33
19.	Quality Printed Circuits Corp., Phoenix, AZ	Robert Gonzalez	Circuit Board Mfg.	154	9.31
20.	Uni-Boring Co., Inc., Livonia, MI	Facundo Bravo	CAD/CAM Machining	125	9.00
21.	H & R Industries, Inc., Richardson, TX	Paul Dickinson	Printed Circuit Boards	70	8.84
22.	Raloid Corp., Reisterstown, MD	Ramon Jadra	Precision Machining	92	8.00
23.	Systems Integrated, Anaheim, CA	Susan Cerrales-Diaz	Computer Integration	80	7.51
24.	Computer Resource Management, Herndon, VA	Ervin Torrez	Computer Software	150	7.23
25.	Martinez & Turek, Riverside, CA	Laurence R. Martinez	Aerospace Tools	91	6.23
26.	Pressure Systems, Inc., Hampton, VA	Douglas B. Juanarena	Electronic Pressure Meas.	85	6.10
27.	Alamo Technology, Inc., San Antonio, TX	Rosario R. Carillo	Defense Engineering	80	6.02
28.	Cybernetics Systems Int'l Corp., Coral Gables, FL	Claudio J. Mendoza	Auto. Workforce Mgmt.	48	4.20
29.	Philetron Int'l, Inc., Santa Fe Springs, CA	Philip M. Ramos	Electr. Cable/Wiring Mfg.	40	4.00
30.	Craftsmen Corp., Smithtown, NY	Alejandro Salas	Integrated Logistics	47	3.90
31.	Electrical Power Products, Santa Clara, CA	Pete Aguilar	Electrical Power Equip.	30	3.60
32.	Advanced Data Concepts, Inc., Portland, OR	Frank E. Rivera	Computer Systems Dev.	140	3.59
33.	L & M Technologies, Inc., Albuquerque, NM	A.R. Montoya	Engineering Services	100	3.40
34.	Tranex, Inc., Col. Springs, CO	Troy Valdez	Electrical Transformers	85	3.40
35.	RAM Enterprises, Inc., Valencia, CA	Marline Monstein	Electronic Contact Mfg.	12	3.39
36.	Omega Precision, Santa Fe Springs, CA	Joseph M. Venegas	Aircraft Parts	45	3.30
37.	W.M.Z. Mfg. Co., Inc., East Hartford, CT	Magno Palacios	Aerospace Parts Mfg.	42	3.30
38.	A.S.K. Associates, Lawrence, KS	Kenneth A. Martinez	ADP Systems Design/Dev.	75	3.20
39.	AVG, Inc., Valencia, CA	Alvaro J. Villa	Robotics Equipment	50	3.20
40.	Emergency Twenty-Four, Inc., Chicago, IL	Dante Monteverde	Electronic Security Systems	127	3.10
41.	Logics, Inc., Leola, PA	W.J. White	Electronic Systems	25	3.10
42.	Orion Int'l Technologies, Inc., Albuquerque, NM	Miquel Rios, Jr.	Engineering R & D	40	2.97
43.	Int'l Creative Data Ind., Bethel, CT	J. Villodas	Electronic Equip. Design	40	2.70
44.	Lasermation, Inc., Philadelphia, PA	Joseph L. Molines	Laser Engraving/Machining	38	2.67
45.	Hartec Enterprises, Inc., El Paso, TX	J. Anthony Ruiz	Ground Support Equip.	49	2.50
46.	Luna Defense Systems, Inc., Baldwin Park, CA	Albert Luna	Mech. Components/Assem.	25	2.19
47.	Advanced Electromagnetics, Santee, CA	Gabriel Sanchez	Microwave Absorbers Mfg.	35	2.10
48.	Apoca Industries, Inc., Bohemia, NY	Santos T. Abrilz	Communications Equip. Mfg.	18	2.10
49.	Barrientos & Assoc., Inc., Madison, WI	Julian Barrientos	Consulting Engr. Serv.	48	2.00
50.	Computer Circuit, Inc., Gardena, CA	Jose Ramirez	Printed Circuit Design	20	1.45

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Top Hispanic Advertising Agencies • 1989

Name & Location	Percent U.S. Hispanic Owner	Percent Hispanic Ad Billings	Total Actual Billings ($Mil)*	Actual Hispanic Billings ($Mil)	Basis Of Actual Billings	Ownership/ Affiliation	Top Three Clients
Sosa & Associates San Antonio,	100[a]	100	33.9	33.9	Sosa & Trinet[b]	Omnicom	GTE-Calif. Anheuser-Busch Coca-Cola USA
Mendoza, Dillon Newport Beach, CA	0[d]	100	48.6	48.6	CPA	WPP Group	Miller Brewing Johnson & Johnson Sears
Castor GS&B New York	100	80	55.0	44.0	Estimate	—	McDonald's Anheuser-Busch Procter & Gamble
The Bravo Group New York	0	100	34.9	34.9	Estimate	Young & Rubicam	RJR Nabisco Warner Lambert CPC/U.S. Army
Font & Vesmonde New York	51	100	32.5	32.5	Estimate	Grey	Procter & Gamble General Foods Coors
Bermudez Assoc. Los Angeles	100	100	29.6	29.6	CPA	—	AT&T Disneyland Bank of America
Noble y Asociados Irvine, CA	0[e]	100	24.6	24.6	CPA	—	Procter & Gamble Lenscrafters Campbell's Soup
Casanova-Pendrill Irvine, CA	100	100	23.3	23.3	CPA	—	Calif. Lottery Pacific Bell General Mills
Publicidad Siboney New York	51	100	21.2	21.2	Tax Return & Trinet	Foote, Cone & Belding	Colgate Palmolive Pepsi-Cola Bristol Myers
Conill Advertising New York	0	100	20.0	20.0	Estimate	Saatchi & Saatchi	Procter & Gamble Miles, Inc. Toyota, Inc.

(a) Year ends 12-31-88 for Mendoza, Dillon, Castor GS&B, Conill Advertising, The Bravo Group, Font & Vesmonde, and Publicidad Siboney. Year ends 4-30-89 for Bermudez Associates. Year ends 6-30-89 for Sosa & Associates and Noble y Asociados. Year ends 3-31-89 for Casanova-Pendrill. See sidebar for capitalized billings formula. (b) Sale of 49 percent pending to D'Arcy Masius Benton & Bowles. (c) Trinet Company Database. (d) 8 (non-voting) stock is 51 percent Hispanic owned. (e) Owner is U.S. resident Mexican citizen.

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The 500 Directory

Rank 1988	Rank 1987	Company and Location	Chief Executive	Type of Business	Number of Employees	Year Started	1988 Sales*
1	1	Bacardi Imports, Inc., Miami, FL	[illegible]	[illegible]	200	1944	$500.00
2	2	Goya Foods, Inc., Secaucus, NJ	Joseph Unanue	Hispanic Food Mfg./Mktg.	1600	1936	300.00
3	4	Sedano's Supermarkets, Miami, FL	Manuel A. Herran	Supermarket Chain	1325	1982	175.77
4	5	Van Dyke Dodge, Inc., Warren, MI	Frank Galeana	Auto Dealerships	221	1985	174.22
5	3	Handy Andy Supermarkets, San Antonio, TX	A. Jimmy Jimenez	Supermarket Chain	2000	1983	163.00
6	6	Gus Machado Enterprises, Inc., Hialeah, FL	Gus Machado	Auto Dealerships	333	1982	139.80
7	9	Frank Parra Chevrolet, Inc., Irving, TX	Frank Parra	Auto Dealerships	210	1971	125.0
8	11	Galindo Financial Corp., Bell, CA	Rafael Galindo	Real Estate Sales	73	1973	118.05
9	58	Related Cos. of Florida, Miami, FL	Jorge M. Perez	Real Estate Developer	250	1979	116.00
10	15	Republic Nat'l Bank of Miami, Miami, FL	Luis J. Botifoll	Commercial Bank	860	1965	109.43
11	10	Northwestern Meat, Inc., Miami, FL	Elpidio Nunez	Wholesale Beef/Seafood Dist.	110	1961	102.00
12	12	Ancira Enterprises, Inc., San Antonio, TX	Ernesto Ancira, Jr.	Auto Dealerships	230	1983	101.57
13	21	Pizza Management, Inc., San Antonio, TX	Arturo B. Torres	Restaurant Chain	4000	1972	100.00
14	13	Capital Bancorp, Miami, FL	Abel Holtz	Commercial Bank	644	1974	93.68
15	8	El Chico Corp.**, Dallas, TX	Gilbert Cuellar, Jr.	Restaurant Chain	3400	1940	80.00
16	16	H&H Meat Products, Inc., Mercedes, TX	Liborio Hinojosa	Meat Packing/Dist.	357	1947	74.50
17	24	Condal Distributors, Inc., Bronx, NY	Manuel B. Fernandez	Wholesale Food Dist.	250	1968	73.50
18	20	American Internat'l Container, Miami, FL	Remedios Diaz Oliver	Glass Container Dist.	167	1976	72.30
19	22	Travelmasters, Inc., Arlington Heights, IL	George Brandes	Corporate Travel Consultant	100	1973	71.70
20	18	Perez Interboro Asphalt Co., Inc., Brooklyn, NY	Robert Perez	Asphalt Mfg./Construction	350	1972	71.50
21	17	Rosendin Electric, Inc., San Jose, CA	Raymond J. Rosendin	Electric Contractor	450	1919	71.00
22	23	Eagle Brands, Inc., Miami, FL	Carlos de la Cruz	Beer Distributorship	170	1984	68.00
23	*	Precision Trading Corp., Miami, FL	Israel Lavi	Consumer Electronics	38	1979	61.00
24	16	Lloyd A. Wise Cos., Inc., Oakland, CA	A.A.Botanero, Jr.	Auto Dealerships	146	1914	60.19
25	26	Komfort Industries, Inc., Riverside, CA	Manuel A. Chavira	Travel Trailer/Motorhomes	480	1967	60.00
26	38	Digitron Tool Co., Inc., Miamisburg, OH	Nestor A. Fernandez, Sr.	Aircraft/Auto Parts Mfg.	420	1976	57.62
27	30	La Reina Cos., Inc., Los Angeles, CA	Mauro P. Robles	Mexican Food Mfg.	600	1958	53.20
28	35	Banana Services, Inc., Coral Gables, FL	Dr. Rodrigo Jimenez P.	Banana Importer	13	1981	51.21
29	44	TELACU, Los Angeles, CA	David C. Lizarraga	Holding Company	250	1968	51.00
30	31	Gator Industries, Inc., Hialeah, FL	Guillermo Miranda, Jr.	Shoe Mfg.	945	1969	51.00
31	43	Delaco Steel Corp., Dearborn, MI	Gerald F. Diaz	Steel Sales/Processing	40	1978	51.00
32	36	Colsa, Inc., Huntsville, AL	Francisco J. Collazo	Engineering Services	525	1980	50.00
33	60	RJO Enterprises, Inc., Lanham, MD	Richard J. Ovelmen	Government R & D	580	1979	50.00
34	61	Generalbank FSB, Coral Gables, FL	Pedro Ramon Lopez	Savings & Loan Assoc.	172	1980	49.61
35	45	Mexalloy International, Inc., Theodore, AL	Enrique Gomez Palacio	Ferro-Alloys Dist.	6	1983	48.97
36	37	Frederick Chevrolet Cadillac, Inc., Lebanon, PA	Frederick C. Laurenzo	Auto Dealership	90	1984	47.10
37	33	Angel Echevarria Co., Inc., Los Angeles, CA	Angel M. Echevarria	Flotation Mattresses Mfg.	275	1966	46.52
38	67	Metro Ford, Inc., Miami, FL	Lombardo Perez	Auto Dealerships	116	1983	46.51
39	50	Infotec Development, Inc., Santa Ana, CA	J. Fernando Niebla	High Technology Engineering	850	1978	45.00
40	39	Ford Midway Mall, Miami, FL	Manuel Villamanan	Auto Dealership	126	1959	44.21
41	48	Ramos Oil Co., Inc., West Sacramento, CA	William Ramos	Petroleum Products Dist.	34	1951	42.71
42	43	Ruiz Food Products, Inc., Tulare, CA	Frederick R. Ruiz	Mexican Food Mfg.	500	1981	42.00
43	41	Overseas Electronics Superstores, Miami, FL	Abbey Fisher	Consumer Electronics	153	1981	41.80
44	42	Avanti Press, Inc., Miami, FL	Jose Arnold	Web Printing	310	1985	41.40
45	34	Business Men's Insurance Corp., Miami, FL	Tom H. Sierra	Life/Health Insurance	50	1973	40.30
46	129	Inner City Drywall Corp., New Rochelle, NY	Antonio S. Rodrigues	Carpentry/Drywall	400	1978	40.00
47	78	Maya Construction Co., Tucson, AZ	Roberto C. Ruiz	General Contractor/Engr.	315	1977	39.85
48	46	World Travel & Incentives, Inc., Minneapolis, MN	Robert L. Cox	Travel Service	140	1975	39.00
49	56	Computer Dynamics, Inc., Virginia Beach, VA	R. Alan Fuentes	Computer Integration	600	1979	37.00
50	74	Vega Enterprises, Inc., Las Vegas, NV	Rafael E. Vega	Food Service/Whsl./Sales	40	1983	36.76

*Millions of dollars, as of December 31, 1988. Sales figures should be regarded as reported to Owners, Editors and Publishers and company representatives. We have not independently audited financial statements.
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The 500 Directory

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56	29	M&E Ford Sales, Inc., Meriden, CT	Manuel Pombo	Auto Dealership	72	1963	33.00
57	57	1-day Paint & Body Centers, Torrance, CA	Javier Uribe	Auto Painting/Bodywork	600	1967	32.49
58	77	Cacique, Inc., City of Industry, CA	Gilbert L. De Cardenas	Cheese Mfg. & Dist.	175	1974	31.30
59	•	Navarro Discount Pharmacy, Miami, FL	Jose Navarro	Retail Discount Drugs	201	1962	31.21
60	•	AIB Financial Group, Inc., Miami, FL	Jose M. Alvarez	Holding Co./Insurance	180	1986	30.15
66	64	Reynoso Brothers Food Corp., Vernon, CA	Jose Reynoso	Mexican Food Mfg.	75	1979	28.00
67	80	Refricenter of Miami, Inc., Miami, FL	Cirilo Hernandez	Air Cond./Supply/Service	87	1971	26.75
68	124	Sosa & Assoc., San Antonio, TX	Lionel Sosa	Advertising Agency	37	1981	26.00
69	107	Sanchez O'Brien Oil & Gas Corp., Laredo, TX	A.R. Sanchez, Sr.	Oil/Gas Exploration	65	1973	26.00
70	94	Pacifica Services, Inc., Pasadena, CA	Ernest M. Camacho	Civil Engineering	480	1979	25.90
76	87	Casanova Pendrill, Irvine, CA	Paul Casanova	Advertising Agency	45	1984	25.00
77	70	BEC Construction Corp., Miami, FL	Francisco C. Espinosa	General Contractor	60	1970	24.82
78	88	Century 21 Agmont Real Estate, Inc., Chicago, IL	Amalia Monterroso	Real Estate Sales	15	1983	24.50
79	111	J.T. Slocomb Co., South Glastonbury, CT	E. John Gregory	Aircraft Engine Components	290	1891	24.00
80	92	Riana Enterprises, Inc., Baton Rouge, LA	J. Rick Tarajano	General Contractor	600	1974	24.00
86	112	Ocean Dodge, Inc., Oakhurst, NJ	Tony Gomez	Auto/Boat Dealerships	42	1975	22.89
87	66	Quality Roofing Co., Inc., Passaic, NY	Roger Martin	Roofing Contractor	235	1972	22.50
88	84	El Dorado Furniture Corp., Miami, FL	Manuel Capo	Retail Home Furnishings	198	1967	22.00
89	89	Ninfa's, Inc., Houston, TX	Roland Laurenzo	Mexican Restaurants	765	1973	22.00
90	98	Spanish Broadcasting System, New York, NY	Raul Alarcon, Jr.	Radio Stations	170	1983	22.00
96	109	Cabo Distributing Co., Inc., South El Monte, CA	Federico Cabo	Beverage/Food Dist.	39	1970	21.00
97	•	Delta Brands, Inc., Irving, TX	Samuel Savariego	Capital Equipment Mfg.	200	1964	20.00
98	121	Bermudez & Assoc., Inc., Los Angeles, CA	Eduardo Bermudez	Advertising Agency	38	1975	20.00
99	102	Dynamic Ocean Services, Inc., Houston, TX	Alexander G. Arroyos	Customs Broker/Freight Fwdg.	50	1969	19.60
100	•	S.E.S., Inc., West Chicago, IL	Stephen L. Martines	Construction Equip.	78	1968	19.52

The 500 Directory

Rank 1988	Rank 1987	Company and Location	Chief Executive	Type of Business	Number of Employees	Year Started	1988 Sales*
106	133	Omniplan Corp., Culver City, CA	R.E. Montijo, Jr.	Technical/Consult. Serv.	490	1971	18.44
107	•	L&R Properties, Walnut, CA	Rafael E. Vargas	Real Estate Sales	63	1985	18.40
108	123	Rowland Coffee Roasters, Miami, FL	Jose A. Souto	Specialty Coffee Roaster	92	1960	18.00
109	100	Artco Contracting, Inc., Auburn Hills, MI	Jesse M. Guzman	General Contracting	150	1981	18.00
110	135	North Gables Hospital, Coral Gables, FL	Michael J. Gerber	Health Care	185	1984	18.00
116	180	Interamerican Engineers/Constr., Miami, FL	Enrique A. Pereira	General Contractors	78	1980	16.30
117	110	Terrinvest, Inc., Miami, FL	Alejandro Robles	Housing Development	20	1977	16.30
118	120	Church & Tower of Florida, Inc., Miami, FL	Jorge L. Mas	Engineering Contractor	380	1968	16.25
119	62	American Metals Service**, Inc., Miami, FL	Armando Riesgo	Metal Dist.	40	1968	16.04
120	•	Richard Electric Supply Co., Miami, FL	Julian Fernandez, Jr.	Electrical Wholesale	54	1962	16.00
126	•	De Lara Travel Consultants, Coral Gables, FL	Hector G. de Lara, Jr.	Corporate Travel Agent	38	1974	15.00
127	130	Marsden Reproductions, Inc., New York, NY	Frank Flores	Printing/Graphics	200	1950	15.00
128	153	Paul Young Auto Mall, Laredo, TX	Paul Young	Auto Dealership	80	1941	15.00
129	182	Spillis Candela & Partners, Inc., Coral Gables, FL	Hilario F. Candela	Interior Design	225	1926	14.73
130	•	Dickshire Distributing, El Paso, TX	Ramiro Guzman	Beer Distributor	105	1988	14.60
136	157	Arga's Mexican Food Products, Whittier, CA	Robert Arciniaga	Mexican Food Mfg.	320	1959	14.00
137	•	Peco Enterprises, Davenport, IA	Frank L. Granados	Computer Support Services	271	1974	14.00
138	128	Gateway Chevrolet, Buena Park, CA	Michael A. Padilla	Auto Dealership	50	1978	13.95
139	149	All Modes Transport, Inc., Elizabeth, NJ	Anthony Ruiz	Air/Surface Transportation	115	1983	13.60
140	161	Robert Arranaga & Co., Inc., Los Angeles, CA	Robert Arranaga	Food Service Dist.	45	1957	13.50
146	211	Siboney International Corp., West Palm Beach, FL	Enrique J. Tomeu	Fertilizer/Trucking	49	1972	13.05
147	203	Intercontinental Metals, Miami, FL	Antonio Guedes	Aerospace Metals Dist.	3	1978	13.00
148	205	San Diego Wholesale Elect. Co., San Diego, CA	Robert Zamarripa	Wholesale Electrical Products	37	1983	13.00
149	•	Ed Cordero Chevrolet, Pacifica, CA	Edward C. Cordero	Auto Dealership	38	1980	13.00
150	216	Cordova Bolt, Inc., Buena Park, CA	Moses E. Cordova	Nut/Bolt/Screw Dist.	41	1975	12.74

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Rank 1988	Rank 1987	Company and Location	Chief Executive	Type of Business	Number of Employees	Year Started	1988 Sales*
156	159	Airparts Co., Inc., Wichita, KS	Marta M. Maxwell	Aircraft Parts	35	1963	12.00
157	259	Cottage Development, San Clemente, CA	David G. Gutierrez	Residential Development	6	1983	12.00
158	•	Baca Pontiac Buick GMC, Belen, NM	Ruben Albert Baca	Auto Dealership	35	1979	12.00
159	•	Union General Insurance Co., Miami, FL	Julio E. Marty	Auto Insurance	45	1985	12.00
160	240	XCL Financial Services, Santa Ana, CA	Luis A. Torres, Jr.	Investments/Insurance	4	1986	12.00
166	253	Development Assoc., Arlington, VA	Leveo V. Sanchez	Mgmt.& Gov't. Consult.	210	1969	11.00
167	179	AmerInsurance, Inc., Miami, FL	Leslie P. Pantin	Insurance	29	1962	11.00
168	166	Delma Construction Co., Inc., Inc., Bronx, NY	Emanuel Ciminello, Jr.	Construction	100	1976	11.00
169	209	Pacific Van & Storage Co., Inc., Torrance, CA	Henry A. Pontes	Worldwide Moving	160	1955	11.00
170	•	Albert H. Halff Assoc., Dallas, TX	Jose I. Novoa	Civil Engineering	175	1954	10.96
176	214	Gonzalez Design Engr., Madison Heights, MI	R.J. Gonzalez	Mfg./Engineering	285	1975	10.60
177	247	Proftech Corp., Tarrytown, NY	Jose Montiel	Office Supplies/Equipment	50	1980	10.50
178	236	Las Vegas Fertilizer Co., North Las Vegas, NV	George Jaramillo	Lawn/Garden Dist.	37	1944	10.44
179	194	Estrella Insurance, Inc., Miami, FL	Nicolas Estrella	Insurance	40	1978	10.40
180	171	Southeast Machine Co., Inc., Newport News, VA	John Meiklejohn	Machine/Custom Mfg.	150	1978	10.30
186	190	Chaides Construction Co., Fremont, CA	Rudy L. Chaides	General Contractor	85	1962	10.00
187	192	SOS Office Systems, Inc., Pinellas Park, FL	Mitchell Meana	Office Machines	130	1972	10.00
188	237	Orange Coast Electric Supply, Santa Ana, CA	Jim Espinosa	Wholesale Electrical Supplies	25	1980	10.00
189	293	Corella Electric, Inc., Phoenix, AZ	John C. Corella	Electrical Contractor	54	1978	9.95
190	•	Malvern Group, Inc., New York, NY	Manuel Llerandi	Real Estate Development	21	1979	9.80
196	248	Titan Rubber & Supply Co., Inc., San Jose, CA	David M. Rodriques	Industrial Rubber	26	1976	9.63
197	234	Consol. Steel & Alum. Fence, Kenilworth, NJ	Paul Cacicedo	Fence Installation	48	1958	9.50
198	249	Jair Electronics Corp., Miami, FL	Roberto Jair Lang	Electronic Products	15	1978	9.50
199	•	Interemerican Trading & Produce, Miami Beach, FL	Claudio A. Feuermann	Frozen Seafood Importers	5	1983	9.50
200	241	Manolo Garcia Electric Motor, Inc., Medley, FL	Manuel Garcia, Jr.	Electric Motor Sales/Service	102	1972	9.35

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206	224	La Rosa Del Monte Express, Inc., Bronx, NY	Hiram Rodriguez	Moving/Shipping	125	1969	9.16
207	244	R & R Masonry, Inc., North Hollywood, CA	Rennie Tejeda	Masonry Contractor	100	1963	9.14
208	296	Andes Chemical Corp., Miami, FL	Fernando Espinosa	Chemicals	4	1986	9.00
209	280	Uni-Boring Co., Inc., Livonia, MI	Facundo Bravo	Precision Machining	125	1972	9.00
210	•	Design Build Team, Inc., Altamonte Springs, FL	Manuel E. Gonzalez	Architecture/Construction	8	1976	9.00
216	218	Captree Chemical Corp., West Babylon, NY	Ernest P. Gonzalez	Chemical Dist.	28	1977	8.50
217	167	Hollywood Travel, Hollywood, FL	Henry Yaniz	Travel Services	24	1962	8.50
218	•	Growers Ford Tractor Co., Miami, FL	Norberto H. Lopez	Tractor Dealer	41	1967	8.50
219	•	Frank Cummings Ford-Chrysler, Nogales, AZ	Frank C. Cummings	Auto Dealership	35	1976	8.41
220	•	Rosas Computer Co., Inc., Corpus Christi, TX	Leo Rosas	Computer Sales	67	1983	8.39
226	447	Vasallo Construction, Inc., Miami, FL	Pedro Vasallo	General Contractor	17	1973	8.11
227	232	Algus Enterprises, Inc., Miami, FL	Gustavo Raul Lima	Tire/Tubes Dist.	15	1974	8.00
228	231	A'Leon Business Systems, Inc., Miami, FL	Abilio Leon	Office Equipment	79	1974	8.00
229	233	Casa Herrera, Inc., Los Angeles, CA	Alfred J. Herrera	Food Processing Equip. Mfg.	100	1954	8.00
230	266	Saez Refrigeration, Inc., Miami, FL	Pedro Justo Saez	Air Conditioning/Refrig.	42	1977	8.00
236	•	CEXCO Corp., Miami, FL	Ulises Vidal	Import-Export Machinery Parts	20	1983	7.63
237	246	Everglades Steel Corp., Miami, FL	Orlando A. Gomez	Steel Dist.	22	1974	7.50
238	279	Savala Construction Co., Inc., Irvine, CA	Leonard Savala	Underground Construction	55	1951	7.50
239	316	San Jose and Assoc., Inc., Chicago, IL	George L. San Jose	Advertising Agency	15	1981	7.50
240	•	Cercas Cuba Corp., Hialeah, FL	Oscar Torres	Fencing Products	35	1974	7.50
246	257	Comstock Construction Co., Evanston, IL	Edgar Garcia Smoot	Gen./Mech. Contractor	55	1976	7.20
247	343	Surface Prep. and Coating Ent., Inc., Baton Rouge, LA	Luis J. Gonzalez	General Contractor	200	1977	7.20
248	271	Alba Industries, Inc., Los Angeles, CA	Ray Alba	Mfg. Office Furniture	120	1969	7.00
249	255	Specialty Foods Corp., Johnson City, NY	Charles A. Sayous	Food Mfg.	75	1979	7.00
250	354	Santana Transport, Inc., Romulus, MI	Alicia Guzman Pace	Transportation	100	1987	7.00

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251	264	RMT Landscape Contractors, Inc., San Leandro, CA	Rick De Serrano	Landscape Contractor	75	1977	7.00
252	•	Aerospace Specification Metals, Fort Lauderdale, FL	Catherine Baldoon	Aircraft Raw Materials	15	1978	6.95
253	329	South Florida Health Alliance, Miami, FL	William A. Baldwin	Medical Supplies	15	1985	6.95
254	382	E.T. LaFora, Inc., Denver, CO	E.T. LaFora	General Contractor	45	1977	6.92
255	273	Torres Electrical Supply Co., Inc., Stuart, FL	Oscar L. Torres, Sr.	Electrical Equip./Supplies	5	1971	6.90
256	•	Aceves Construction Co., Norfolk, VA	Joseph Aceves	Roofing	85	1983	6.90
257	322	JC Liquid Waste Disposal, Inc., Vernon, CA	Julian Carrasco	Hazardous Waste Disposal	30	1969	6.90
258	175	City Wide Security Services, Inc., Brooklyn, NY	Pedro L. Perez	Security Services/Equip.	368	1972	6.88
259	281	Lopez Travel, San Diego, CA	Frank J. Costa	Travel Agency	36	1972	6.87
260	329	The Avila Corp., Monterey Park, CA	Raul Avila	Real Estate Sales	10	1984	6.80
261	340	Solares Florida Corp., Miami, FL	Alberto E. Solares	Industrial Equip.	3	1972	6.75
262	280	Arroyo Process Equipment, Clearwater, FL	Frank Arroyo	Pump Dist.	5	1969	6.60
263	328	Oscar Ortega Ranches, Coachella, CA	Oscar J. Ortega	Table Grape Grower	1000	1975	6.56
264	251	Robert Escudero, Inc., Pasadena, CA	Robert Escudero	General Contractor	50	1978	6.56
265	•	P&A, Inc., Farmington, NM	Isaac Padilla	Oil and Gas Equip.	75	1978	6.55
266	•	Home Education Livelihood, Albuquerque, NM	Ernest E. Ortega	Social Service	100	1965	6.50
267	•	Mariana Properties, Houston, TX	Mariana Saldana	Real Estate Sales	3	1986	6.40
268	306	Millhorn Chemical & Supply Co., Maywood, CA	Ralph Marrujo	Chemical Dist.	24	1954	6.37
269	275	Valco Construction Co. Inc., Glendale, AZ	Rafael L. Valenzuela	General Contractors	12	1974	6.30
270	•	Canton Industrial Corp.**, Canton, IL	Nelson Carlo	Metal Mfg.	188	1984	6.29
271	230	Armadillo Construction Co., Inc., Laredo, TX	Robert P. Gutierrez	Residential Home Const.	14	1974	6.26
272	•	Able Service Contractors, Kensington, MD	Jose R. Barahona	Janitorial Services	400	1978	6.25
273	321	R&D Development, Inc., Chicago, IL	Manuel Rodriguez	General Contractor	50	1977	6.24
274	300	Martinez & Turek, Inc., Riverside, CA	Lawrence A. Martinez	Machine Shop	91	1980	6.23
275	295	Alamo Technology, Inc., San Antonio, TX	Dionisio Chavarria	Engineering/Mfg.	90	1981	6.20
276	288	San Antonio Press, Inc., San Antonio, TX	Jose H. Medellin	Printing	75	1975	6.20
277	330	Victor Auto Truck Plaza, Placerville, CA	Victor M. Covarrubias	Auto Dealership	20	1982	6.20
278	385	La Salle Trucking Co., Chula Vista, CA	J. Frank La Salle	Transportation	100	1933	6.18
279	•	Sanfer Sports Cars, Inc.**, Hialeah, FL	Carlos Santisteban	Auto Dealership	5	1973	6.17
280	•	Pressure Systems, Inc., Hampton, VA	Douglas B. Juanarena	Electronic Pressure Meas.	85	1977	6.10
281	339	Tramex Travel, Austin, TX	Juan Padilla	Travel Agency	21	1984	6.10
282	415	Roces Southwest Repairs, Inc., Albuquerque, NM	Robert C. Esser	Repair Mfg.	29	1984	6.00
283	315	Alaniz & Sons, Inc., Mt. Pleasant, IA	Salvador Alaniz, Jr.	Direct Mail Services	300	1978	6.00
284	332	Chaparral Fruit Sales, San Antonio, TX	Mario Lopez	Produce Marketing	7	1982	6.00
285	267	Harlan Corp., Santa Fe Springs, CA	R. Jay Hurwitz	Metal Service Center	27	1981	6.00
286	307	Miami Free Zone, Inc., Miami, FL	German Leiva	Bonded Warehouse	71	1976	6.00
287	298	La Flor Produce Co., Inc., Brooklyn, NY	Ruben LaTorre	Mfg./Dist. Spices	49	1962	6.00
288	262	Pamtours, Inc., New York, NY	Alvaro Pena	Travel Services	15	1965	6.00
289	333	National Water Purifiers, Inc., Hialeah, FL	Judith Garcia Prado	Water Purifiers	75	1969	6.00
290	308	Reed Candle Co., San Antonio, TX	Peter N. Reed	Candle Manufacturing	75	1937	6.00
291	128	Protec, Inc., Miami, FL	Alfredo Gonzalez	A/C Product Supplies	25	1971	5.90
292	348	North American Trade Corp., Houston, TX	Jorge Ochoa	Export/Import	13	1984	5.90
293	•	CSR Construction Corp., Nutley, NJ	Francisco Jose Salas	Architect	23	1982	5.90
294	349	Dixie Numerics, Inc., Lake City, GA	S.A. Suarez	Auto Tool Mfg.	85	1981	5.85
295	357	Montemayor & Associates, Inc., San Antonio, TX	Carlos R. Montemayor	Advertising Agency	15	1983	5.80
296	326	Manny Varas & Assoc., Miami, FL	Manny Varas	Insurance	703	1976	5.80
297	•	Beagle Products, Inc., Miami, FL	Rafael Puga	Seafood Importer	5	1987	5.80
298	261	Independent Forge Co., Orange, CA	Rosemary L. Ruiz	Aluminum Forgings	72	1975	5.77
299	327	P & E Terminal Co., Inc., Wilmington, CA	Elisa J. Aguilera	Bonded Warehouse	56	1978	5.70
300	332	First Alliance Insurance Co., Miami, FL	Jesus Suarez	Insurance	20	1986	5.62

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306	•	Raynor Electric Co., Inc., San Gabriel, CA	Raymond C. Morales	Electrical Contractors	50	1978	5.50
307	•	Monti Moving & Storage, Inc., Brooklyn, NY	Montiano Ascanio	Moving & Storage	67	1961	5.47
308	436	Vaquera Construction Co., Plymouth, MI	Steve Vaquera	General Contractors	25	1983	5.42
309	245	Del Rey Chemical, Inc., Alvin, TX	George Hernandez	Chemical Dist.	9	1978	5.38
310	425	World Commerce Forwarding, Inc., Houston, TX	Frank Reyes	Freight Forwarders	35	1980	5.33
316	374	Rivasal International, Cincinnati, OH	Luis O. Riva Saleta	International Marketing	4	1982	5.20
317	391	Emily Investments, Houston, TX	Emily Guillen	Real Estate Sales	18	1986	5.19
318	283	Losada Truck and Equipment, Miami, FL	Jorge Losada	Truck Dealer	9	1967	5.19
319	461	PreCon Products Ltd., Simi Valley, CA	David Zarraonandia	Precast Concrete Products	20	1963	5.17
320	361	Foods From Spain, Inc., Miami, FL	Lilliam Martinez	Food Dist.	17	1987	5.10
326	402	Equity Temporary Services, New York, NY	Miriam Arias	Temporary Services	12	1985	5.00
327	442	Hugo's Cleaning Service, Lisle, IL	Hugo Pascual	Janitorial Service	492	1971	5.00
328	389	CHCG Architects, Inc., Montclair, CA	Armando L. Gonzalez	Architecture	72	1964	5.00
329	363	Ernie Sandoval Enterprises, Oceanside, CA	Ernie Sandoval	Restaurant Chain	150	1983	5.00
330	473	Spray Booth Systems, Inc., Fort Worth, TX	John Pereda	Paint Spray Booth Mfg.	60	1983	5.00
336	399	Intra-American Found. & Drilling, Phoenix, AZ	Salvador H. Altamirano	Foundation Construction	45	1986	4.87
337	355	Greg's Trucking, Inc., Racine, WI	Gregory A. Cruz	Truck Services	7	1978	4.82
338	310	Belco Resources, Inc., Eastchester, NY	John J. Cuadrado	Export/Chemicals	9	1974	4.80
339	370	Glasco Industries, Inc., Miami, FL	Jesus M. Martinez	Glass Dist.	36	1977	4.80
340	392	Los Angeles Blow Molding Co., Inc., Commerce, CA	Hugo A. Bastidos	Plastic Mfg.	130	1970	4.80
346	445	Ideal Industrial Electronic Supply, El Paso, TX	Tony Rodriguez	Electronic Dist.	14	1974	4.50
347	387	Allied Trucking of Florida, Hialeah, FL	Raul O. Sotolongo	Construction Trans.	9	1983	4.50
348	•	Web Masters, Inc., City of Industry, CA	Richard Garavito	Advertising/Printing	68	1980	4.50
349	•	Beam Radio, Inc., Miami, FL	Manuel Alvarez, Sr.	Radio Communication	15	1976	4.50
350	410	Portland Mailing Services, Inc., Portland, OR	David P. Torres, Jr.	Direct Mail Services	100	1940	4.50

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351	394	JJJ Floor Covering, Inc., Whittier, CA	Jose Gutierrez	Carpet Floor Covering	0	1984	$4.50
352	385	South Florida Insurance Underwriters, Miami, FL	Julio Mederos	Insurance Underwriters	10	1987	4.50
353	•	Essco Wholesale Electric, Anaheim, CA	Don Tapia	Electrical Supplies	14	1975	4.50
354	383	Sandoval Dodge, Las Cruces, NM	Rudy Sandoval	Auto Dealership	17	1959	4.49
355	368	Electrical Contractors of Calif., El Segundo, CA	John Razzouk	Electrical Contractor	43	1978	4.30
356	371	Gusto Food Sales, Inc., Miami, FL	Victor Rodriguez	Wholesale Food Dist.	16	1973	4.25
357	313	Cisco Electrical Supply Co., Columbus, OH	Francisco J. Muguruza	Electrical Dist.	8	1978	4.23
358	•	Utility Industrial Supply, Los Angeles, CA	Paul Beneveniste	Industrial Hardware	12	1949	4.21
359	488	Cardenas/Fernandez & Assoc., Inc., Chicago, IL	Henry Cardenas	Special Events/Marketing	8	1981	4.20
360	408	Cybernetics Systems Int'l Corp., Coral Gables, FL	Claudio J. Mendoza	Automated Workforce Mgmt.	48	1980	4.20
361	•	Martinez & Assoc., Inc., Dallas, TX	Luis Martinez	Advertising Agency	11	1985	4.20
362	469	Mast Distributors, Inc., Hauppauge, NY	Jaime A. Santiago	Electronic Components	11	1978	4.20
363	351	New El Rey Sausage Co. Inc., Vernon, CA	Laura Belverde-Sanchez	Sausage Manufacturer	80	1983	4.20
364	403	Future Packaging, Inc., Santa Clara, CA	Rufino Vega	Packing/Crating Service	80	1973	4.10
365	421	B & D Aircraft Parts, Inc., Pomona, CA	Fred Saldana, Sr.	Founder/Aluminum Casting	52	1966	4.10
366	483	Campos Construction Co., Inc., Omaha, NE	Robert Campos	General Contractor	22	1977	4.10
367	424	Commerce Glove Co., Inc., Santa Fe Springs, CA	Bartolo G. Rodriguez	Glove/Work Clothes Mfg.	12	1975	4.10
368	405	Int'l Trucking Co., Inc., Laredo, TX	Samuel P. Alexander	Trucking	75	1964	4.10
369	267	TechniServ Data Systems, Inc., Teaneck, NJ	Lutfi G. Mansoor	Data Processing Equip.	31	1974	4.10
370	417	Telesound Systems Corp., Miami, FL	Peter E. Padron	Business Phone Systems	33	1975	4.10
371	317	Signet Paper Co., Los Angeles, CA	Ignacio Mejia	Printing Paper	16	1957	4.07
372	466	Diaz Foods, Inc., Atlanta, GA	Rene M. Diaz	Food Service Dist.	20	1980	4.00
373	359	Deupi and Assoc., Inc., Washington, DC	Carlos Deupi	Architecture/Int. Design	65	1968	4.00
374	350	Hydro-Pneumatics, Inc., Deer Park, NY	Gerard F. Lopez	Hydraulic/Pneumatic Valves	13	1964	4.00
375	388	Borbon, Inc., Cerritos, CA	David Morales	Painting/Wallcovering	60	1976	4.00
376	433	Garcia's, Inc., Herndon, VA	Aurelio V. Garcia	Waste Removal	50	1980	4.00
377	•	Aldel, Inc., New York, NY	Martin Rivas	Graphics	39	1966	4.00
378	•	National Communications Sales, Miami, FL	Robert J. Rodriguez	Sales Promotions	20	1982	4.00
379	358	Mirta De Perales, Inc., Coral Gables, FL	Mirta Raya Perales	Beauty Products	30	1964	3.97
380	•	Pete Gallegos Paving, Inc., Laredo, TX	Pete Gallegos	Street Paving	72	1973	3.95
381	•	V&P Holding Co., Inc., Metairie, LA	Vincent Schegetzue	Construction	16	1974	3.94
382	460	J.R., Inc., Converse, TX	Jesse Rodriguez	Educational Furn. Dist.	8	1978	3.93
383	413	Craftsmen Corp., Smithtown, NY	Alejandro Salas	Integrated Logistics	47	1979	3.90
384	399	Valdez Transfer, Inc., Phoenix, AZ	Ted Valdez	Moving/Storage	115	1957	3.90
385	•	A & R Janitorial Service, Cicero, IL	Angelo Velasquez	Janitorial Services	385	1967	3.90
386	448	Balado National Tires, Inc., Miami, FL	Manuel Balado	Retail Tires	22	1962	3.80
387	•	Russ Pitney Earthmoving Co., Albuquerque, NM	Ernest Blair	Earth Moving	20	1948	3.80
388	•	Paramount, Inc., Cleveland, OH	Edward J. Alvarez	Employment Agency	250	1968	3.80
389	449	Countryside Landscaping, Inc., Palatine, IL	Raul Del Toro	Landscaping	85	1975	3.77
390	378	Sound Electric Corp., Bronx, NY	Lawrence Rego	Electrical Contractor	44	1981	3.72
391	•	Sinfo Services, Inc., Hackensack, NJ	Jorge A. Hasbo	Janitorial Service	207	1980	3.71
392	458	Tejas Office Products, Inc., Houston, TX	Lupe Fraga	Office Supplies	25	1982	3.70
393	394	Ruiz Mexican Foods, Inc., Ontario, CA	Edward F. Ruiz	Mexican Food Mfg.	72	1950	3.65
394	470	Ortiz Bros. Insulation, Inc., Baytown, TX	Tico G. Ortiz	Insulation	90	1980	3.60
395	•	Florida Desk, Inc., Oviedo, FL	Tom Suarez	Office Furniture	35	1978	3.60
396	•	Peppers Unlimited, Inc. City of Industry, CA	Gilbert M. Medina	Food Service Products	6	1986	3.60
397	•	First Miami Insurance Co., Miami, FL	Pedro Ramon Lopez	Insurance	18	1988	3.60
398	•	Advanced Data Concepts, Inc., Portland, OR	Frank E. Rivera	Computer Systems	140	1978	3.59
399	499	G.P. Materials, Inc., Gregory, TX	Ernest V. Solis	Sand/Gravel Hauling	60	1980	3.53
400	478	Intercontinental Marble Corp., Miami, FL	Gerardo Diaz	Granite/Marble Floor Products	8	1983	3.51

*In millions of dollars, as of December 31, 1988. Sales figures update as reported by companies or estimated by HISPANIC BUSINESS. Privately held companies are encouraged to verify sales estimates. Projected 1989 sales.
**Publicly held company. • Not on 1987 list. Changed from * partial. Companies at times are combined or split from their former business operations.

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406	397	Molzen-Corbin & Assoc., Albuquerque, NM	Adelmo E. Archuleta	Architecture/Engr.	67	1960	3.46
407	454	Orbit Finer Foods, Inc., Choctaw, OK	R.E. Aco	Mexican Food Mfg.	63	1964	3.45
408	420	Editorial Cernuda, Inc., Miami, FL	Ramon Cernuda	English Courses	75	1977	3.43
409	•	Meta, Inc., Miami, FL	Maria Elena Torano	Consulting Services	22	1979	3.40
410	•	Greenbar Corp., Thorton, CO	Gary Solis	Computer Sales/Service	18	1984	3.40
416	•	RAM Enterprises, Inc., Valencia, CA	Marline Monstein	Electronic Cables	12	1985	3.39
417	462	Western Radio Electronics, San Diego, CA	Ruben Rosental	Electronic Components	25	1932	3.36
418	496	El Monte Tile Co., Inc., El Monte, CA	Sylvia Rivas	Tile Wholesaler	21	1955	3.33
419	494	Mar-Bro Mfg., Inc., Phoenix, AZ	Fred Martinez	Socket Cap Screws	17	1975	3.31
420	480	Omega Precision, Santa Fe Springs, CA	Joseph M. Venegas	Machine Shop	45	1965	3.30
426	331	Alman Electric, Inc., Mesquite, TX	Joe Alcantar	Electrical Contractor	35	1979	3.24
427	432	El Indio Shops, Inc., San Diego, CA	Ralph Pesqueira	Mexican Restaurants	124	1940	3.20
428	•	Cave Imaging Systems, Inc., Santa Clara, CA	Eduardo Cabrera	Security Services	100	1986	3.20
429	•	Advanced Business Systems, Chicago, IL	Norman Toscano	Office Equipment	17	1975	3.20
430	•	AVG, Inc., Valencia, CA	Alvaro Villa	Robotics Equipment	50	1978	3.20
436	•	La Conga Supermarket, Inc., Jersey City, NJ	Adilio Gonzalez	Supermarket Chain	15	1971	3.10
437	443	Strauss Plastic Co., Inc., Newark, NJ	Rodolfo Strauss	Plastic Injection Molding	32	1972	3.10
438	464	Bayou State Security Serv., Inc., New Orleans, LA	James B. Perez	Security Guard Services	230	1975	3.07
439	•	Continental Binder & Spec., Gardena, CA	Andrew H. Lisardi	Looseleaf Products	67	1978	3.02
440	498	Excel Transnational, Inc., Willowbrook, IL	Eugene R. Constance	Railcar Maint./Equip.	7	1980	3.00
446	497	Valbro Business Forms, Inc., Winter Garden, FL	Albert C. Valdes	Business Forms	50	1937	3.00
447	492	Tamez-Thomas, Inc., Houston, TX	George N. Tamez	Masonry Contractor	60	1985	3.00
448	•	M&M Automated Services Co., Amherst, NH	Marlene M. Monnar	Computer Supplies	6	1982	3.00
449	•	La Fronteriza, Inc., Walbridge, OH	Jesus Gonzalez, Jr.	Mexican Food Mfg.	50	1974	3.00
450	•	Florida West Agency, Miami, FL	Abelardo Betancourt	Cargo Airline Service	30	1988	2.98

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Rank 1988	Rank 1987	Company and Location	Chief Executive	Type of Business	Number of Employees	Year Started	1988 Sales*
451	•	Apache Construction Co., Albuquerque, NM	Mariano Chavez, Jr.	General Contractor	250	1961	2.95
452	•	Parts Oversees Corp., Miami, FL	Francisco Fernandez	Automotive Exports	8	1988	2.92
453	•	Bibram Supply, Inc., Houston, TX	Alexander Tesio	Exporter	15	1980	2.90
454	•	Tampa Brass & Aluminum Co., Tampa, FL	Sam S. Leto, III	Brass/Aluminum Products	65	1957	2.90
455	485	Alfa Systems, Inc., Cloverdale, CA	Alfred R. Garcia	Warehouse/Dist.	45	1983	2.85
456	•	Carabie Corp., Bronx, NY	Ernest Sanchez	Painting	40	1976	2.80
457	•	Nick Mendoza Productions, Burbank, CA	Nicolas Mendoza	Commercials Production	10	1984	2.80
458	•	Upsilon Corp., Denton, TX	Julio G. Lence	Auto Dealership	16	1970	2.80
459	•	D.V. Gonzalez Elec., Inc., Rochester, NY	Dave Gonzalez	Electrical Contractor	20	1980	2.80
460	•	Kimberley Industries, Portland, OR	Dan Fajardo	Tooling Consultant	17	1983	2.80
461	•	Grau & Co., Miami, FL	Jose L. Urrzhego	Accounting Services	30	1976	2.80
462	441	Temp Seal Inc., Compton, CA	Ralph Barba	Refrigeration	70	1961	2.75
463	•	Bancroft, Garcia & Lavell, Los Angeles, CA	Lauro Garcia III	Investment Bank	8	1988	2.75
464	•	E.M.W., Inc., Farmington, NM	E. Michelle Islas-Walters	Temporary Personnel Services	7	1981	2.74
465	•	Royal West Properties, Inc., Miami, FL	Carlos F. Carrazo	Real Estate Sales	6	1982	2.72
466	•	Bryce W. Parker, Inc., South El Monte, CA	Robert Reyes	Service Station Builder	25	1952	2.70
467	•	Art's Photo Graphic Supplies, El Paso, TX	Art Moreno, Sr.	AV Sales/Service	34	1972	2.70
468	457	International Creative Data Ind., Bethel, CT	J. Villodas	Electronic Mfg.	40	1975	2.70
469	484	Lasermation, Inc., Philadelphia, PA	Joseph Molines	Laser Engraving/Machining	38	1969	2.67
470	311	InterAmerica Research Assoc., Inc., McLean, VA	Juan J. Gutierrez	Systems Integration	35	1972	2.66
471	•	Casabiel Steel Fabricator, Jersey City, NJ	Felipe J. Casas	Steel Mfg.	30	1965	2.63
472	469	Falcon Industrial Supply, Inc., El Paso, TX	J. Melendez, Jr.	Indust. Supplies Dist.	10	1975	2.60
473	•	Fernandez & Fields Adv.**, San Antonio, TX	Rafael Fernandez	Advertising Agency	8	1984	2.60
474	•	Valley Pride Foods Dist., McAllen, TX	Homer Rodriguez	Poultry/Meats	12	1988	2.60
475	•	Nueces National Bank, Corpus Christi, TX	Juan Rosenbaum	Commercial Bank	30	1962	2.56
476	•	El Paso Litho Plate Co., El Paso, TX	Manuel S. Martinez	Printing Supplies	13	1958	2.55
477	•	Vinyl Technology, Inc., South El Monte, CA	Carlos A. Mollura	Plastic Film Processor	80	1981	2.53
478	•	Bakery Equip & Serv Co., San Antonio, TX	Elias Escamille III	Mexican Food Equip.	31	1965	2.50
479	•	TEX MEX Transportation, Inc., Franklin, WI	Oscar Ibarra	Transportation	5	1970	2.50
480	•	Solar Spring Co., Chicago, IL	David Diaz	Spring Mfg.	65	1979	2.50
481	•	Plastic Supply & Fab., Denver, CO	Gary A. Baca	Plastics Dist.	2	1985	2.50
482	•	Udell's International, Miami, FL	Rafael Gonzalez	Marketing/Promotional Items	18	1985	2.50
483	•	Matt's El Rancho, Inc., Austin, TX	Matt Martinez, Sr.	Mexican Restaurant	90	1952	2.50
484	•	Hartec Enterprises, El Paso, TX	J. Anthony Ruiz	Ground Support Equip.	48	1978	2.50
485	•	Naira Williams Baber & Jarvis Adv., Los Angeles, CA	Daniel A. Naira	Advertising Agency	8	1987	2.50
486	453	National Export Crating Co. of Texas, Houston, TX	Samuel N. Marroquin	Industrial Packing	45	1979	2.47
487	•	UNI Enterprises, Inc., Brooklyn, NY	Jimmy Hu	Hospital/Marine Supplies	20	1971	2.40
488	•	C.V.I. Electric, Cedar Grove, NJ	John Vera	Electrical Contractor	22	1983	2.35
489	•	Modern Sanitation Systems, East Orange, NJ	Sergio Benvenuto, Sr.	Janitorial Service	212	1981	2.34
490	•	ACME Meat Co., San Antonio, TX	Andrew E. Garcia	Wholesale Meats	30	1969	2.34
491	•	Bremer Construction Co., Denver, CO	Rosemary Bremer	General Contractor	45	1965	2.30
492	•	Leumar Roofing Co., Inc., Passaic, NJ	Jose Saez	Roofing Contractor	21	1984	2.30
493	•	A & H Steel Fabricators, Santa Barbara, CA	Joseph G. Herrera	Steel Mfg.	32	1979	2.29
494	•	U.S. Building Materials, Rancho Cordova, CA	Albert Garcia	Door Mfg.	19	1982	2.25
495	•	Jason International Optical, Inc., Elizabeth, NJ	Victor Omar Suarez	Eyeglass Frames	7	1983	2.25
496	•	R. Palacios & Co., Miami, FL	Rafael R. Palacios	Mechanical Contractor	14	1983	2.20
497	•	Luna Defense Systems, Inc., Baldwin Park, CA	Albert Luna	Precision Components	25	1974	2.19
498	•	TAG Electric Co., Houston, TX	Thomas A. Gonzales	Electrical Contractor	45	1986	2.18
499	•	La Alianza Hispana, Inc., Roxbury, MA	Luis Prado	Social Service	72	1969	2.16
500	•	Court Courier Systems, Inc., Kenilworth, NJ	Juan Camandona	Delivery Service	76	1978	2.16

*In millions of dollars, as of December 31, 1988. Sales figures appear as reported to Census. Except for unaudited companies, which are estimates. Many companies have revised financial statements.
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